



BRAND GUIDELINES

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ABOUT TRU-SPEC®

TRU-SPEC® is a leading supplier of uniforms and personal equipment to the public safety market. Thousands of police, firefighters, EMTs and military personnel use and depend on our products daily. The name TRU-SPEC® has become synonymous with quality, innovation and service.

TAGLINES

If this is your life, this is your brand.® (Only to be used with image)

For the T.R.U. Professional®

Ready When You Are®

Tactically Inspired Apparel

Challenge Your Limits (Xpedition Pant Only)

On Duty, Off Duty Apparel (24-7 Series only)

LOGO IDENTITY

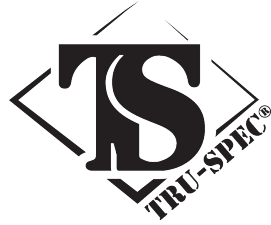


PRIMARY LOGO

This is the main logo that will be used across primary brand applications.

LOGO VARIATIONS





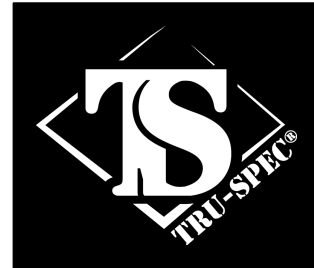
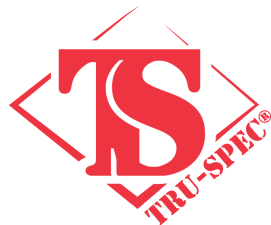
SECONDARY LOGO

The TRU-SPEC badge can be seen embroidered on new products at the factory level. This badge should only be used in rare occasions or as a watermark for images. This should not be used as the primary logo in any print or digital media. It should not be used in conjunction with the primary logo.

LOGO VARIATIONS



Used for Product
Embellishment, tone on tone



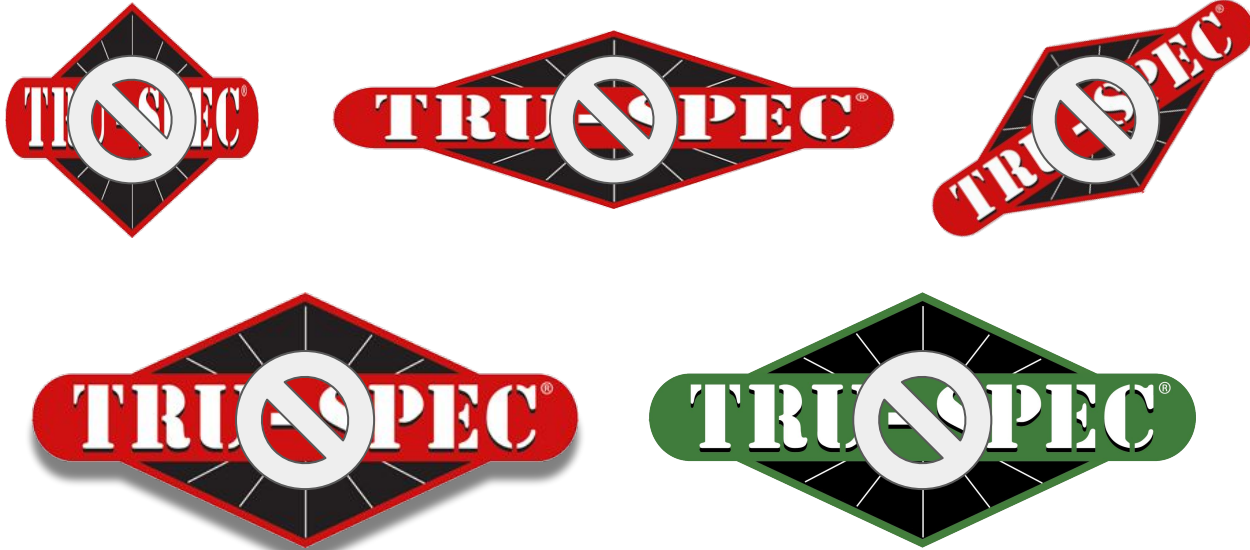
CLEAR SPACE AND SIZING

- To ensure legibility, always keep a minimum clear space of 15px around all sides of the logo. This space isolates the logo from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the logo.
- To ensure proper legibility, the logo minimum width is 150px



UNACCEPTABLE USAGE

Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way – that includes adding unnecessary and unattractive text decorations like drop shadows and outlines.



BRAND COLORS

PRIMARY COLORS



Red

Pantone 032C
RGB 239 51 64
Hex/HTML #EF3340
CMYK 0 86 63 0



Medium Gray

RGB 86 86 86
Hex/HTML #565656
CMYK 0 0 0 86

SECONDARY COLORS



Light Gray

RGB 153 153 153
Hex/HTML #999999
CMYK 0 0 0 40



Dark Gray

RGB 64 64 64
Hex/HTML #404040
CMYK 0 0 0 75



Black

RGB 0 0 0
Hex/HTML #000000
CMYK 0 0 0 1

REGISTRATION MARKS

TRU-SPEC®

The letters in TRU-SPEC® should be all caps, with a hyphen/dash (-) in between them.

24-7 Series®

24-7 Series® features a hyphen (-), not a backslash. 24-7 Series® products should not be identified as “24/7 Series”.

All TRU-SPEC® products should be preceded by the brand name and accompanied by the appropriate registration symbol or trademark. When listing a product from a collection (ie: 24-7 Series or H2O) the collection name must come before the product name.

Some examples include:

TRU-SPEC® 24-7 Series® Tactical Pants

TRU-SPEC® Tactical Response Uniform®

TRU-SPEC® TRU XTREME® Combat Shirt